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MULTIPLY BY 1.36 FOR RETAIL ESTIMATES

TOY MANUFACTURERS OF AMERICA, INC.

NATIONAL STATISTICS PROGRAM

SHIPMENTS - 1981

(First Billing Value: The first price paid for an item in the U.S.)

Estimated Shipments in Millions of Dollars

SIC NUMBERS		1977	1978	1979	1980	1981
3942001	Dolls over 13 inches, Mech./Elec.	92	64	44	41	13
3942002	Dolls over 13 inches, Other (Excludes soft bodies)	11	12	11	25	32
3942003	Dolls 13 inches and under, Fashion	59	40	52	58	66
3942004	Dolls 13 inches and under, Action Figure	50	32	35	14	33
3942005	Dolls 13 inches and under, Other (Excludes soft bodies)	14	19	26	40	61
3942008	Stuffed dolls (Includes soft bodies with hard extremities)	51	55	37	35	53
3942017, 3942019)	Fashion doll and action figure clothes, accessories and playsets	97	78	76	85	98
3942020	Other doll clothes and accessories	11	8	7	10	39
3942053, 3942054)	Stuffed toy animals and other stuffed toys	228*	234*	231	245	282
3942055	Other animals and figures not stuffed (includes puppets)	8	9	13	23	25
3944181	Board games, children under 12 years of age	46	43	41	44	52
3944183	Other board games	152	176	192	213	197
3944185	Sport oriented action and skill games	71	84	95	89	81
3944187	Non-sports oriented action and skill games	125	139	111	112	156
3944189	Puzzles ***	40	42	48	67	76
3944193	Other games	44	50	52	76	72

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SIC NUMBERS		1977	1978	1979	1980	1981
3944333	Pedal driven four wheel vehicles	17	16	15	16	14
3944344, 3944345	Tricycles (plastic and metal)	67	57	66	72	100
3944346	Children's riding vehicles not pedal driven	22	23	33	34	41
3944398	Other children's riding vehicles including scooters, wagons, sleds, cycles, etc.	53	58	64	54	75
3944411	Doll carriages, strollers and carts	10	12	12	15	18*
3944413	Doll houses and furniture	15*	21*	32	43	47
3944415, 3944417	Mechanical or battery-operated toys (including toy trains and equip., elect. and mech., exec. Ho, O, N, etc.)	116	129	109	93	125
3944419	Road racing sets, accessories and parts	103	140	164	164	153
3944421	No ride, no power transportation, plastic over 6 inches	17	21	23	33	49
3944423	No ride, no power transportation, other over 6 inches	54	63	80	99	93
3944425	No ride, no power transportation, plastic 6 inches and under	1	1	3	6	11
3944427	No ride, no power transportation, other 6 inches and under	54	52	67	104	142
3944428	No ride, no power transportation, in sets	22	18	17	14	19
3944429	Musical toys and toy musical instruments	31	34	70	65	72
3944431	Infant toys not elsewhere classified (children to 18 months)	70	83	86	106	115
3944433	Preschool toys not elsewhere classified (excludes infants)	261	305	304	303	332
3944435	Preschool playsets	63	60	84	83	72
3944437	Toy guns, sets and rifles ***	39	27	36	48	64
3944439	Coloring and picture word books	29*	32*	33*	36*	44*
3944441	Juvenile scale sporting goods, inflatables, beach toys, gardening sets, water toys, rubber balls, etc.	67	73	80	85	77

SIC NUMBERS		1977	1978	1979	1980	1981
3944443	Housekeeping and cooking toys including tea sets and play tools	51	53	61	70	79
3944445	Construction sets and building toys	60	74	77	82	91
3944511	Electrically operated scale railroads and accessories (HO, N, etc.)	50	47*	42	48	47
3944519	Plastic model kits ***	78	89	98	107	108
3944523	Crafts	68	89	82	85	95
3944525	Science sets, microscopes, telescopes, etc.	7	9	12	11	12
3949262	Home playground equipment	50	51	61	67	81
3949551	Sidewalk roller skates	6*	7**	15**	33	20*
3949595	Wading pools under 15 feet in diameter	6*	7**	6**	7**	10**
	Electronic games (not video)	21	112	375	476	276
ADDITIONAL CATEGORIES REPORTED BY THE INDUSTRY						
	Other electronic toys (not radio control)	--	22	41	41	23
	Radio controlled transportation	--	14	21	19	12
	Space figures, accessories and playsets	--	88	99	81	130
	Space model kits and no power, no ride transportation	--	26	29	21	18
	Space battery and mechanical powered toys	--	53	54	60	34
	Space other (including mostly weapons, games, and puzzles)	--	20	10	5	4
	Rack items not listed above	--	--	--	--	15*
	Other toys	113	119	130	101	120
	TOTAL	2,720	3,190	3,662	3,964	4,174
3069867	Balloons	26*	29*	30	36	39*
3069881	Rubber toys listed elsewhere	7	8	9	8	9
	TOTAL	2,753	3,227	3,701	4,008	4,222
	Christmas ornaments and trees	318*	337*	377*	449*	411*
	Imports not included in the above shipments (at U. S. first billing value)	321	240	210	128	226
	TOTAL ALL SHIPMENTS	3,392	3,804	4,288	4,585	4,859

NOTES

The total of all reported products in 1980 represented 66% of industry sales volume. For 1981 the figure is 63%.

Size of sample	$3,040,505,000
Number of companies	75

Figures include imports

* Based on insufficient data

** Shows trend only. Figure is shifted to protect confidential information.

*** There are discrepancies between 1977 Census figures and statistics developed in this program in three categories. As noted in last year's report the adjustments have been made above. The categories are Puzzles, Toy Guns, and Plastic Model Kits. No other categories are affected. Totals have been changed to reflect the adjustments.

The corrections noted below extend Census figures for 1978 and 1979.

	SIC Numbers		1977	1978	1979
Census	3944189	Puzzles	40	42	48
This program			26	27	31
Census	3944437	Toy guns	39	27	36
This program			27	19	25
Census	3944519	Plastic model kits	78	89	98
This program			62	71	78

Source A. William Adler,
Confidential Data Control

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